

PRESS RELEASE
July 31, 2023

Absolut unveils limited edition China-inspired bottle with SR_A, the industrial design agency founded by Dr Samuel Ross

Absolut Vodka and leading British designer and artist Dr Samuel Ross have unveiled a limited-edition bottle for the Chinese market in a collaboration that champions the mixing of cultures.



ABSOLUT[®]
VODKA

LIMITED EDITION

SR.A
SR.A

IMPORTED

40% ALC / VOL. (80 PROOF)

1L

PRODUCED AND BOTTLED IN
ÅHUS, SWEDEN

Absolut Vodka is launching a limited-edition bottle in China designed by Dr Samuel Ross, whose boundary-breaking designs inspired by class, inclusivity and urban life are creating a buzz across its Gen-Z fashion scene.

The collaboration project, Absolut x SR_A, is deeply rooted in the concept of the mixing of people and culture. Dr Ross is a growing name in China's creative and fashion scene, following the opening of his A-COLD-WALL* menswear stores in Beijing and Shanghai in 2022.

The project with the South-London-born designer reinforces Absolut's Born to Mix platform that champions the notion that by mixing people and culture, we create better together. For the past four decades, Absolut has been an advocate for the creative community and inclusive representation in pop culture – and it continues to unite the culturally curious and inspire change.

For the limited edition, (there are just 1,500) Dr Ross adopts Absolut's ideas of Born to Mix and cultural integration to create a fusion of his signature avant-garde vision and Chinese culture on Absolut's iconic apothecary-shaped bottle. Embossed with a heatmap design of China's largest cities, the dots and silhouettes in Chinese red – the colour that symbolises life, vitality and light in China – represent the coming together of people and ideas that lead to bursts of energy, creativity and diversity.

Dr Ross, who also has a growing presence on Red Book, China's answer to Instagram, said: *"I have always respected and loved Absolut's viewpoint and how the brand conveys a unique message. In terms of colour, typography and bottle design, it is formidable. There is also an intensity and richness and joy for the brand to unlock. An opportunity to add layers to the strong identity, to tell a different story – without changing it, providing a new window to the brand for every demographic."*

Tad Greenough, Global Creative Director at The Absolut Company, said: *"We want to champion the coming together of different cultures in cities that harbour inclusion and diversity. We believe that when we mix we create better together and we've been partnering with artists and creative communities for 40 years to bring this message to the forefront. It was natural for us to work with Samuel Ross in a collaboration that brings together his industrial, London-inspired aesthetic to a Chinese context."*

The 1L limited-edition bottles will be available from 21 July through the brand's WeChat mini-program, ABSOLUT LAB.

The Absolut Company

The Absolut Company has the worldwide responsibility for the production, packaging innovation and strategic marketing of [Absolut Vodka](#), [Malibu](#) and [Kahlúa](#). Absolut Vodka is one of the world's top ten international spirits brands. Every drop of Absolut Vodka comes from one source, Åhus in southern Sweden. Malibu is the number one rum-based coconut spirit in the world. Kahlúa coffee liqueur is the world leader in its category. The Absolut Company portfolio also includes Åhus Akvavit. The head office is in Stockholm, Sweden.

Chairman and CEO is Stéphanie Durroux.

Absolut Home, located next to the production site for Absolut Vodka, was opened in 2018.

The Absolut Company is part of Pernod Ricard, the world's second-largest wine and spirits producer (source: IWSR).

About Pernod Ricard

Pernod Ricard is the No.2 worldwide producer of wines and spirits with consolidated sales of €10,701 million in FY22. Created in 1975 by the merger of Ricard and Pernod, the Group has developed through organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard, which owns 16 of the Top 100 Spirits Brands, holds one of the most prestigious and comprehensive brand portfolios in the industry, including Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo, and Kenwood wines. Pernod Ricard's brands are distributed across 160+ markets and by its own salesforce in 73 markets. The Group's decentralised organisation empowers its 19,000 employees to be true on-the-ground ambassadors of its vision of "Créateurs de Convivialité." As reaffirmed by the Group's strategic plan, "Transform and Accelerate," deployed in 2018, Pernod Ricard's strategy focuses on investing in long-term, profitable growth for all stakeholders. The Group remains true to its three founding values: entrepreneurial spirit, mutual trust, and a strong sense of ethics, as illustrated by the 2030 Sustainability and Responsibility roadmap supporting the United Nations Sustainable Development Goals (SDGs), "Good times from a good place." In recognition of Pernod Ricard's strong commitment to sustainable development and responsible consumption, it has received a Gold rating from Ecovadis. Pernod Ricard is also a United Nations Global Compact LEAD company.

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

Contact



M&C Saatchi

For more information contact the The Absolut Company-team at M&C Saatchi.

theabsolutgroup@mcsaatchi.com

Read this online

https://theabsolutgroup.com/media-room/press-release/absolut-unveils-limited-edition-china-inspired-bottle-with-sr_a-the-industrial-design-agency-founded-by-dr-samuel-ross/